

80216

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Bruce A. Fogelson

Art Unit: 3688

Serial No.: 09/885,970

Filed: June 21, 2001

For: METHOD AND SYSTEM FOR  
CREATING ADVERTISING BOOKS

Attorney

Docket No.: 80216

DECLARATION OF Lewis Saltzman

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

I, Lewis Saltzman, make the following statements based upon my own personal knowledge and experience.

- (1) I have received a MBA degree in Industrial Management from the DePaul in Chicago in 1972. And a Bachelors degree in Printing in Rochester Printing School. (R'I'T) 
- (2) I, personally, have been involved in the business of printing including the pre-print, producing and printing of charity and not-for-profit "ad books" and similar directories and event programs since about the year 1951.
- (3) As a term of art for one skilled in my field I have always understood an "ad-book" to be a term for a charity or not-for-profit publication, such as and event program or honorarium, mostly filled with laudable statements by members and supporters of a group directed to the members and supporters of the group.
- (4) For the purpose of this Declaration I use the

term "ad-book" as it is described above and in the Patent Pending, which correctly identifies it as a unique term of art, not considered as a general publication, book, novel, directory, play-bill / stage-bill or other general printing for commercial purposes and general circulation.

- (5) I am currently the President of Saltzman Printers LLC aka Saltzman Printers, Inc.
- (6) Saltzman Printers, Inc was established around 1946 and incorporated in about 1955 and has been producing "ad books" as a significant part of its business continuously since that time.
- (7) The elder brother of the founder of Saltzman Printers was the president of BALTA PRESS, another printer. BALTA PRESS was one of the largest printers of "ad books" in the Chicago area from the 1930s through the 1950s. I can draw additional references from my and my family experiences in all aspects of the printing business, including BALTA PRESS.
- (8) I and my family were instrumental in the earliest applications of "charity ad-books" for group fund-raising.
- (9) I and my family were also involved in the adaptation and ownership of "Show-Bill" aka play-bills which were produced for a plurality of theatres, but slightly customized for the stage-production of each theater or show. Thus, I am familiar with the commercial printing on a consistent format for a plurality of like-kind users, in my case, stage-production theatres and the use of commercial play-bills. "Ad-Books" for charity or charity events are very much un-like stage-bills or play-bills in every respect and would not be confused by one skilled in the art or a lay person.
- (10) The proposed advent of "Ad-Book" is unique, novel and different than show-bill or any other type of like-kind pre-print production, publishing or printing or work with any similar type of constituent group that I have ever know.

- (11) Even as technology has advanced in the printing industry, it is my professional opinion, that the "ad book" type pre-print and production and the charity methods solicitations of such laudable statements and the overall concepts has remained the same, with no significant change, and has lagged frustratingly behind, both as a way for an organization to raise money for its cause and as a way for an organization to provide better pre-print production or printing. The exception to this is my introduction to the "Ad Book" process seeking patent in this Declaration which was introduced to me by Bruce A. Fogelson in 2006.
- (12) In my business of Saltzman Printers I would estimate that my firm works with roughly 20 to about 50 different charity or not for profit groups a year for the production and printing of "ad-books" and that we have serviced roughly this range of groups per year, every year, since the 1990s or earlier. Thus, it is a reasonable approximation that I and or my firm and staff have worked on over 500 "Ad-Books" over the last 20 years.
- (13) I have found that "ad books" are produced by group volunteers who produce the ad book without pay. These group volunteers are not professionals either to the printing nor publishing nor advertising business and have tremendous turnover within the group and most, if not all, have little working knowledge of the "Ad Book" process or of any commercial or non-commercial printing or publicizing.
- (14) I have found that the volunteers who produce ad books usually have very little or no experience in commercial advertising and the vast majority of the "ad-book" ads are not of the type or nature of a commercial advertisement.
- (15) I have found that the "ad-books" are not in the same nature as a book or novel, nor to they seek to insert ads or advertisements into a previously published book, work of fiction or non-fiction or any other sort of novel or book.

- (16) I have found that sales of "ad books" are made to distribute to group members, group event attendees, friends or supporters of the group or volunteers.
- (17) I have found that the "ads" or laudable statements that are solicited for "ad-books" are recorded manually on forms typical for that purpose and taken by the volunteers onto paper forms, which then need to be pre-print processed into 'ads" or messages suitable for pagination and printing. Other than the proposed invention by Bruce A. Fogelson, I have never seen an electronic or automated form that can expedite this for process, either for the group soliciting or for a printer, such as us. This invention would represent a novel and useful tool to my view as an expert in the field.
- (18) I have found that many "ad" buyers for messages in "ad-books" do so simply desire to see their message or names in print before the group in exchange for their contribution, and seemingly have no commercial or advertising purpose.
- (19) I have found that ads placed in ad books is not the same or equivalent to commercial advertising because of the differences in the content of the ad books and also because of the way that ad books are solicited, promoted or "sold" and the print-product for the "ad-books" are distributed to the groups in small print-runs and not generally distributed for general or broad circulation.
- (20) As one skilled in the art publishing and printing of all kinds, including both books and "ad-books", I do not believe that an electronic book, or book converted to an electronic format, is remotely related to an "ad-book". Nor is the idea of inserting advertising or commercial messages into an electronic book at all similar to the complex creation of any "ad-book". I do not believe that they could be confused, nor that the concepts which could be described in an electronic book lead to any of the concepts of

the "ad-book" as set forth in this declaration or in the pending patent by Bruce A. Fogelson.

(21) I have reviewed the Ad Book LLC web site [www.AdBookOnLine.com](http://www.AdBookOnLine.com) including the description of the patent application, attached hereto as Exhibit A, and believe them to be consistent with the patent pending to which I am providing this declaration.

(22) That on or about August 2006 I did exchange the following memos with Bruce A. Fogelson as captioned below and attached hereto as Exhibit B. I do hereby reaffirm the contents of the attached exhibit B and make it a part hereof.

**From:** Lewis Saltzman Saltzman Printers 708 344 4500  
**Lewis** [mailto:[lewis@saltz.com](mailto:lewis@saltz.com)] and Ira Saltzman – Saltzman Printers, Inc.  
**To:** Bruce Fogelson – AD BOOK ON LINE (Patent Pending)  
**Date:** August 11, 2006  
**RE:** Notes and Suggestions for Patent Pending and RFP/RFQ Bids

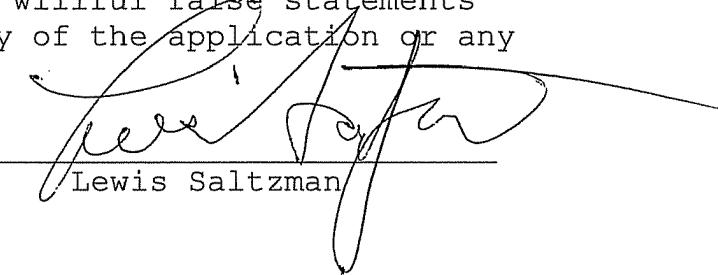
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**From:** Ira Saltzman [mailto:[ira@saltz.com](mailto:ira@saltz.com)]  
**Sent:** Friday, August 11, 2006 5:19 PM **To:** Bruce Fogelson **Subject:**  
8/11/06 5 p.m.

(23) I believe that the concepts and ideas behind Ad Book LLC and its related intellectual property is novel and unique and could revolutionize the "ad book" industry for charity and printers alike and lacking a patent it is far less likely that any standard of process could develop in the fragmented worlds of not-for-profits, charities or small local printers which "ad-books" is an important component of the printing business.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date: May 13, 2009

  
Lewis Saltzman

**Exhibit A**



# Exhibit A

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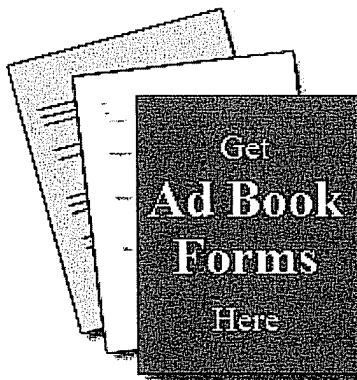
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**MISSION****STATEMENT**

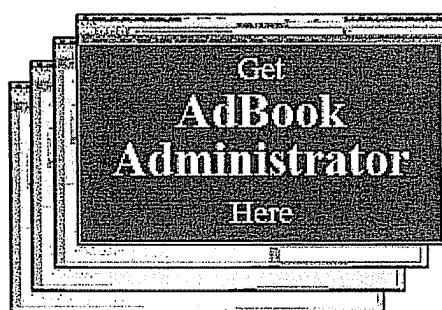
*Recognizing the benefits of not-for-profit groups, professionals, associations and organizations and associations to gather together as peers and represent them individually but with the tools to help them with their mission to promote, practice and police our Ad-Book services and related industry. MORE...*

**AdBook Online** helps many different groups, each in its own way and all strictly confidential, private and safe.

"CLICK HERE to get your **FREE AD BOOK FORM** now!"



Login username



With **Ad Book On Line** creating an Ad Book relatively simple. For organizations developing the Ad Book, we offer great tools for managing Ad Books.

**The ABC's of AdBookOnline Include...**

-Assistant -Bookkeeper -Copywriter -Distributer -Electronic transfer  
 -Financial coordinator -Gift (Giver & Getter) -Homepage -Internet...

**School Ad Book Groups**

- School Clubs
- Elementary through High School
- College or University
- Fraternity or Sorority

**Sport Ad Book Groups**

- Baseball Teams
- Football Teams
- Soccer Teams
- Basketball Teams

**Religious Ad Book Groups**

- Church or Synagogue
- Sunday School
- Youth Group
- Outreach Programs

**Community Ad Book Groups**

- Boys and Girls club
- Girl and Boy Scouts
- Humane Shelter

**AdBookOnline.com is in the On Line Assistant family of sites including:**  
[www.OLAllc.com](http://www.OLAllc.com) - [www.BuilderOnlineAssistant.com](http://www.BuilderOnlineAssistant.com) - [www.HomeBuilderShowroom.com](http://www.HomeBuilderShowroom.com)

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# Exhibit A.

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*"Declare the past, diagnose the present, foretell the future; practice these acts and make a habit of two things—to help, or at least to do no harm."*

Footnote: *It is a widely held misconception* that the familiar dictum "First, do no harm" comes from the Hippocratic Oath, the oath many physicians take when they enter medical practice. However, the Hippocratic Oath does not and never did contain those words. It expresses a sentiment similar in general meaning, but never employs the words "First, do no harm." It is the opinion of many scholars that Hippocrates did, in fact, originate the phrase, but in another of his writings, *Epidemics*, Bk. I, Sect. XI. One translation reads: "Declare the past, diagnose the present, foretell the future; practice these acts. As to diseases, make a habit of two things—to help, or at least to do no harm."

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(sm)  
Administrator from Forms to Fundraising for your Group or Organization

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### About Ad Book Online

They say "no one wants to be the Ad-Book Chairman twice". Our goal is to be your automated Ad-Book Chairman and the best and only one you'll ever need.

There are roughly 800,000 to 1.5 million registered not-for-profit groups, organizations, associations, charities and roughly thousands of other groups, perhaps smaller and more local, such as school teams, neighborhood associations or clubs. The energy and good-works of these groups are directed at their own causes and they engage in a variety of fundraising techniques including dinners, outings, car washes, bake sales, raffles, and auctions. In addition to other fundraising events.

These organizations also raise money through "ad books" and similar print-promotions and programs. The solicitation, management, printing and "publishing" of these is the focus and business of AdBookOnline.com. In essence, we are the on-line Ad-Book Chairman for your group or organization.

Ad Books can be a good fundraising tool, but also complex and expensive. We have automated the work for you and thus reduced the process, procedure and printing costs (or to let your group print to your local preferred printer).

Constructing an ad book is time consuming and labor intensive, as it requires gathering advertisers, creating ads, collecting money, issuing receipts, organizing the layout of collected graphics, bidding for printing services, proofreading, publishing, and distributing.

With the **Ad Book On Line Assistant** we are your assistant. Creating an Ad Book is now relatively simple and efficient. For those organizations developing the Ad Book, ABOLA also offers a great tool for managing their Ad Books and their accounts.

For advertisers, **AdBook On Line Assistant** provides a common form to submit their contribution information and design their advertisements.

For more information **Contact Us** or see our **Demo**

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A Safe - Direct Deposit - Direct to Print Online Ad Book Administrator From Forms to fundraising facilitator for your group or organization.

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**AdBook Online** helps many different groups, each in its own way and all strictly confidential, private and safe.

**"CLICK HERE to get your FREE AD BOOK FORM now!"**

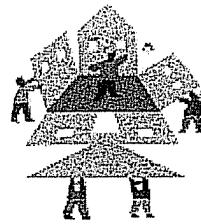
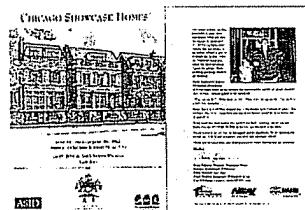
### Our Company

AdBookOnline.com is AdBook LLC an Illinois limited liability company. The CEO and founder of AdBook LLC is Bruce A. Fogelson.

Fogelson founded the AdBook Online concept, with patents pending since the early 2000's. Fogelson is also the patent inventor of [www.BuilderOnlineAssistant.com](http://www.BuilderOnlineAssistant.com), and an award winning real estate developer in Chicago, Illinois.

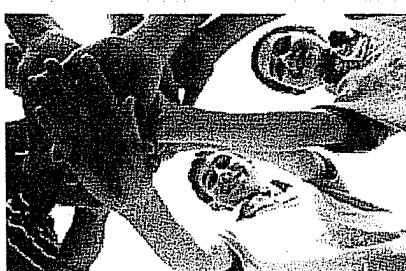
Bruce Fogelson, and his company, **Paramount Homes** have won the Chicago Realtors "Good Neighbor Award" practically every year since 1993. Fogelson's motto "*Building neighborhoods and turning buyers into neighbors*" speaks to the broader social mission of his other ventures.

Among Fogelson's award winning projects was **The Chicago Home and Builders Foundation** with its AdBook Campaign.



**CHICAGO HOME & BUILDERS FOUNDATION**

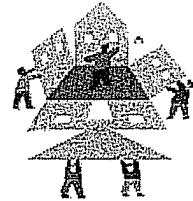
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& BUILDERS  
FOUNDATION

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**Transportation Oriented Development**  
TOD TRANSIT-ORIENTED DEVELOPMENT

"... You'd be home by now."

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### Associates

**On Line Assistant**  
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**Home  
Builder  
Showroom  
.com™**

[www.HomeBuilderShowroom.com](http://www.HomeBuilderShowroom.com)

The above sites are among the names of our affiliates, franchises and  
branded identities. Opportunities exist to join us and adopt our  
brand names and/or unique technologies.

AdBookOnline.com is in the On Line Assistant family of sites including:  
[www.OLAllc.com](http://www.OLAllc.com) - [www.BuilderOnlineAssistant.com](http://www.BuilderOnlineAssistant.com) - [www.HomeBuilderShowroom.com](http://www.HomeBuilderShowroom.com)

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#### **Sign Up For Best Service**

\*Name

Group, Org. or Co.

Title

Address

City

State

Zip Code

\*E-Mail

\*Phone

#### **Confidential Survey**

ASAP

Just Looking

Later

Yearly

More or Less  Never

1-100

100-500  500+

Under \$100

\$100-\$500

Over \$500

Time Frame:

Your group uses an AdBook?

Members in your group:

Est. price of Full Page Ad

Comments

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#### Mission Statement

Recognizing the benefits of not-for-profit groups, professionals, associations & organizations & associations to gather together as peers and represent them join together with the mission to promote, practice & police the Ad-Book services & industry.

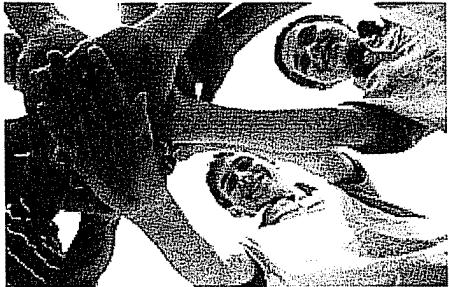
*These principals are the guiding direction expounded upon as follows:*

- **Promote:** The promotion of our industry as an engine of economic growth and value toward our target marketplace of not for profit groups and to the public in general is paramount to our success as members and as an industry and an Association. Promotion frequently includes such methods as positive public relations, press releases, public-service announcements, industry alerts, co-marketing, joint advertising, maintaining and use of mailing lists and directories, social, educational and political events, peer-recognitions and awards, trade shows & conventions, educational symposiums, outings and similar efforts. To promote in association with each other can create authority, economy and effectiveness to our collective and shelter the sometimes loan voice of our individual members.
- **Practice:** Best practices, current methods and new inventions are all critical to our fast and technical industry and those we serve. The association will act as a clearinghouse for the collection, collaboration and peer review of industry practices. We avoid evaluating one practice or practitioner over another in favor of recognizing the contributions of each and the efforts of all. But this broadest industry vision will, from time to time, be focused by the occasional unifying view of recognized standards or best practices which can serve to propel the industry despite or over the lesser benefits of diversity. Thus is the nature of technology; to stand on the shoulders of giants but hear the voices of "who's next?" and or "who's best?".
- **Police:** An industry that polices itself helps guarantee judgment by its peers and avoids public reticule and over regulation. To police the principals and practices of members is to protect the good name of the industry and the effectiveness of this association. The first principals of the association is based on this Mission Statement and its corresponding Code of Ethics. All rules and rulings that stem there from will find validity through open and due process. All rules and rulings will find fairness by avoiding petty, private or political guile. And to further guarantee fair policing of its members, each member shall also bear the individual right to present its case against any member or the association, itself. To police and protect the industry and its members from untruths, unreasonable regulation, unfair practices or poor professionalism is simply the watchful defense of our industry and the livelihoods of our members and the safeguarding of the promotion, practices and profession which are espoused in this mission statement.

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[www.OAAllc.com](http://www.OAAllc.com) - [www.BuilderOnlineAssistant.com](http://www.BuilderOnlineAssistant.com) - [www.HomeBuilderShowroom.com](http://www.HomeBuilderShowroom.com)

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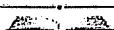
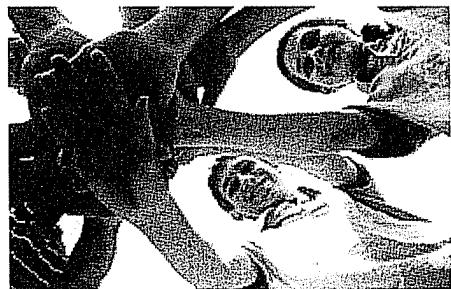
#### Code of Ethics

ADVERTISERS, PUBLISHERS, MEMBERS, THEIR COMPANIES AND STAFF HEREBY SUBSCRIBE, BELIEVE AND AFFIRM THIS CODE OF ETHICS:

- I. The key responsibilities of our member are to THOSE THEY SERVE selves, their customers, employees, fellow members, and the general public, and the communities in which they live and work. Members will ply their trade as responsible corporate citizens with honesty, integrity, equity and fair-dealings and join together to develop and promote quality, industry, standards and practices and to promote and these ideals. Customers are first.
- II. Our products and services strive to use good practices and craftsmanship, incorporating high standards of ingenuity, value, safety, ease of use, integration, growth, long-life and future uses and service. Members shall act professionally, making good faith efforts to meet contractual, moral and ethical and social obligations and commitments regarding their business activities and personal dealings and shall espouse and promote these behaviors in word and deed.
- III. Members have a responsibility to keep informed of, engaged in and help guide the laws, regulations, public policies, impressions, and public information of our trade and educate ourselves and present to others such things as will affect our industry and the industry of our customers.
- IV. Members shall be loyal to the Association each other and shall refrain from engaging in words or deeds which are untrue, counter-productive or derogatory to the work of the Association, fellow members or of the industry. No Member shall illegally attempt to injure with malice, directly or indirectly, the professional reputation, customer, prospects, business, or employment of a member or the Association; nor shall they carelessly criticize another's work in public or bring shame or rebuke. No Member shall act illegally or with reckless disregard or seek illegally unfair advantage over fellow members. If controversies, allegations, or violations of this Code or the Association byelaws arise or a Member believes another has violated, the Association shall first seek to resolve such controversy through the Association's dispute resolution procedures which shall be in keeping with comparable national procedures for fact finding, mediation and/or arbitration and/or disputes and shall present each such case to the Board of Directors or it's ethics committee for a hearing, determination and relief. The most severe limit to any relief or finding of violation is a.) expulsion from the organization, b.) public notice and promotion of such expulsion and c.) a fine not to exceed One Hundred Dollars (\$100.00) and no member or ex-member may take any legal action against the Association for loss or damages alleged or actual as a result of an ethics ruling which is affirmed by the ethics committee. All Ethics committee rulings may be appealed to the Association or its executive committee within 30 days by notice.

The Association and its members recognize the obligation to safeguard ethics and police each other and the industry for the good of all and will do so with fairness, facts and due process. Members assume these responsibilities freely and solemnly, and are mindful that they are part of the obligations of membership and agree to be bound by this code of ethics, the bylaws of the Association and the judgments of peers.

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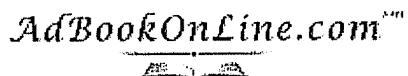
The following domain names are or were registered to OLAllc.com

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<a href="http://www.adbookassistant.org">www.adbookassistant.org</a>	<a href="http://www.fundraiseradbook.com">www.fundraiseradbook.com</a>
<a href="http://www.adbookforms.com">www.adbookforms.com</a>	<a href="http://www.fundraiseradbook.org">www.fundraiseradbook.org</a>
<a href="http://www.adbookforms.org">www.adbookforms.org</a>	<a href="http://www.fundraisingadbook.com">www.fundraisingadbook.com</a>
<a href="http://www.adbookfundraising.com">www.adbookfundraising.com</a>	<a href="http://www.fundraisingadbook.org">www.fundraisingadbook.org</a>
<a href="http://www.adbookfundraising.org">www.adbookfundraising.org</a>	<a href="http://www.fundraisingadbooks.com">www.fundraisingadbooks.com</a>
<a href="http://www.adbookonline.com">www.adbookonline.com</a>	<a href="http://www.mycommunitygroup.com">www.mycommunitygroup.com</a>
<a href="http://www.adbookprinter.com">www.adbookprinter.com</a>	<a href="http://www.onlineadbook.com">www.onlineadbook.com</a>
<a href="http://www.adbookprinter.org">www.adbookprinter.org</a>	<a href="http://www.onlineadbook.net">www.onlineadbook.net</a>
<a href="http://www.churchadbook.com">www.churchadbook.com</a>	<a href="http://www.onlineadbook.org">www.onlineadbook.org</a>
<a href="http://www.churchadbook.org">www.churchadbook.org</a>	<a href="http://www.schooladbook.com">www.schooladbook.com</a>
<a href="http://www.churchadbookforms.com">www.churchadbookforms.com</a>	<a href="http://www.sororityadbook.com">www.sororityadbook.com</a>
<a href="http://www.churchadbookforms.org">www.churchadbookforms.org</a>	<a href="http://www.synagogueadbook.com">www.synagogueadbook.com</a>

*We are constantly adding more web addresses to our Ad Book database in an effort to reach all possible organizations who would benefit from creating an Ad Book. If you would like to suggest a new domain please feel free to contact us by clicking [HERE](#).*

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**"CLICK HERE to get your FREE AD BOOK FORM now!"**

#### **Patent Pending (Summary)**

United States Patent Application - 20070088608  
Kind Code - A1 - *Filed 2001*

Method And System For Creating Ad-Books

#### **Abstract**

A method and apparatus and format and form are provided for preparing ad-books or related print or publishing for an organization or organizations or a plethora of organizations over a communications network. The method includes preparing an ads or messages at a user terminal connected to the communications network. The method further includes processing the "ad" or message at a server connected to the communications network for placing the "ad" or message in an "ad-book" or printing or other publication. The method further includes an automated "ad-book" format or form for the soliciting and obtaining ads or messages which provides methods for collecting ad/message pricing, content, layout, billing and information for ad/message for "ad-book" and related printing or publishing. The method, apparatus, format or form are believed particularly useful to assist and consolidate the efforts of non-profit, charity and similar organizations who, though they may differ in many ways, all rely on ad-books and similar print and publications for their fundraising efforts.

A method for preparing ad-books, or related printing or publication, for a plethora of organizations, such method comprising: preparing advertisements by selecting choices relating to the "ad" or message at a user terminal connected to a communications network; receiving the prepared "ads" or messages at the server connected to the communications network; classifying the prepared "ads" or messages into at least one ad-book; and converting the prepared "ads" or messages into an "ad" or message to be placed into one or more ad-books, printed or published.

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Administrator from Forms to Fundraising for your Group or Organization

**Please enter your Adbook group form information here:**

Group Name: Saltzman Printers

Address: 123 Main

City: Chicago      State: IL      Zip: 60614

Phone: 525-5555

Fax: 773-528-8848

Email: Bruce@ParamountHomes.com

Print Sample For Group.

Group Notes:

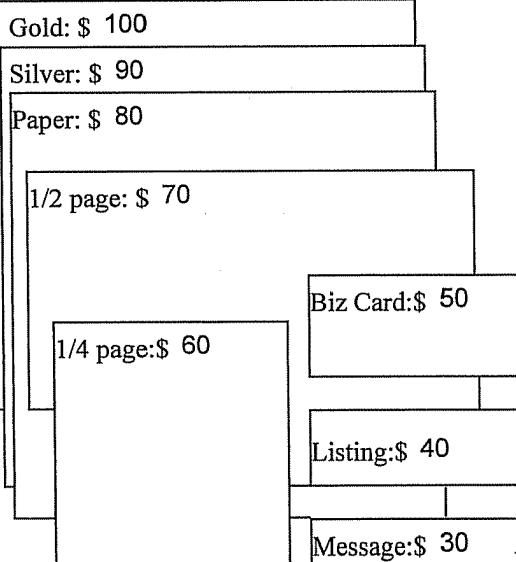
(This is the message show on the form,  
suggested word numbers is 25)

Group Logo:

Your fundraising Goal: \$ 1000

Stand Group Price:  10-100  20-200

**Customize your group price below:**



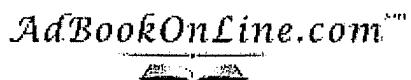
**A safe, direct deposit, direct to print, online ad book fundraising facilitator for your group or organization**

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Administrator from Forms to Fundraising for your Group or Organization



## Saltzman Printers

### ADBook Order Form



Print Sample For Group.

**AD BOOK ADVERTISEMENT SIZES** Group Fundraising Goal is: \$ 1000

<input type="checkbox"/> Gold: \$100
<input type="checkbox"/> Silver: \$90
<input type="checkbox"/> Paper: \$80
<input type="checkbox"/> 1/2 page: \$70
<input type="checkbox"/> 1/4 page: \$ 60
<input type="checkbox"/> Biz Card:\$ 50
<input type="checkbox"/> Listing:\$ 40
<input type="checkbox"/> Message:\$ 30

Anonymous: \$ \_\_\_\_\_ (Any amount)

Attach your AD here:

----- Fold Here to Mail -----

Name: _____	Company Name: _____
Address: _____	City: _____ State: _____ Zip: _____

Fill in your Credit Card information to fulfill your pledge or attach check and mail to:

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Organization Address: 123 Main

City:Chicago State: IL Zip:

Phone:525-5555 Fax:773-528-8848

**THANK YOU!**

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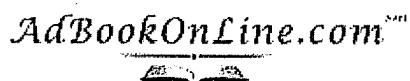
Click to view the envelop

[Generate the Form](#)

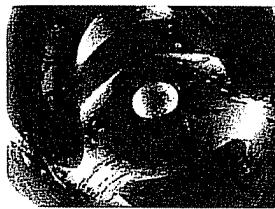
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Administrator from Forms to Fundraising for your Group or Organization



## Saltzman Printers

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Print Sample For Group.

**AD BOOK ADVERTISEMENT SIZES** Group Fundraising Goal is: \$ 1000

<input type="checkbox"/> Gold: \$100
<input type="checkbox"/> Silver: \$90
<input type="checkbox"/> Paper: \$80
<input type="checkbox"/> 1/2 page: \$70
<input type="checkbox"/> 1/4 page: \$60
<input type="checkbox"/> Biz Card: \$50
<input type="checkbox"/> Listing: \$40
<input type="checkbox"/> Message: \$30

Anonymous: \$ \_\_\_\_\_ (Any amount)

Attach your AD here:

----- Fold Here to Mail -----

Name: _____	Company Name: _____
Address: _____	City: _____ State: _____ Zip: _____

Fill in your Credit Card information to fulfill your pledge or attach check and mail to:

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Organization Address: 123 Main

City: Chicago State: IL Zip:

Phone: 525-5555 Fax: 773-528-8848

**THANK YOU!**

Hide the envelop

-----Fold Here-----

-----Fold Here-----

Apply  
Postage

To: Saltzman Printers  
123 Main  
Chicago , IL, 60614

Generate the Form

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**Exhibit B**



**EXHIBIT B**

**From:** Lewis Saltzman      Saltzman Printers  
708 344 4500      Fax: 708 344 9423  
Lewis [mailto:[lewis@saltz.com](mailto:lewis@saltz.com)] and Ira Saltzman – Saltzman Printers, Inc.  
**To:** Bruce Fogelson – AD BOOK ON LINE (Patent Pending)  
**Date:** August 11, 2006  
**RE:** Notes and Suggestions for Patent Pending and RFP/RFQ Bids

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**From:** Ira Saltzman [mailto:[ira@saltz.com](mailto:ira@saltz.com)]  
**Sent:** Friday, August 11, 2006 5:19 PM **To:** Bruce Fogelson      **Subject:** 8/11/06 5 p.m.

Saltzman Printers Inc., established 1948 By Milton Saltzman, “cut its teeth” on producing “ad books” including those for many charities and organizations.

Elder brother Maurice Saltzman president of BALTA PRESS taught Milton. Balta Press was one of the largest ad books printers in 1930-50s in the Chicago area.

Milton started his own printing co. Saltzman Printers Inc., in 1948 and went right into producing ad books for the Chicago area and continues today producing those books for some of those same organizations.

Even though technology is constantly changing, the ad book concept still remains the same as it's original idea, a way for organizations to raise money.

Technology has had an impact on ad books and improvements are never ending and always welcome.

Books are produced faster now which gives the organizations more time to promote the event and raise more money for the cause. Technology helps the printer produce more books in the same time. In the past the printer could only produce so much, but now more can be produced in the same time frame.

With today's technology the computer savvy person can, and some do, create their own page for the ad book and submits their ad via hard copy, disk or e-mail. This saves the organization money on the typesetting and proofing, costs, and gives the organization a shorter deadline. (MORE TIME) The donator also now knows how the ad will look!

At Saltzman Printers we are very excited for the proposed “Ad Book On Line” idea. It could truly revolutionize this industry that is so very important to us, as printers, and to the many organizations in the fundraising efforts that they do. As one of the oldest firms or families that we know in this industry, we can say honestly, and with some authority, that this would be a significant difference in the process and methods for us and our customers.

Lew Saltzman  
Saltzman Printers  
50 Madison Street  
Maywood, IL 60153  
(800) 952-2800 Phone (708) 344-9423 Fax [ira@saltz.com](mailto:ira@saltz.com) email

## CORPORATION FILE DETAIL REPORT

Entity Name	SALTZMAN PRINTERS, INC.	File Number	35692762
Status	DISSOLVED		
Entity Type	CORPORATION	Type of Corp	DOMESTIC BCA
Incorporation Date (Domestic)	12/09/1955	State	ILLINOIS
Agent Name	IRA SALTZMAN	Agent Change Date	04/14/1980
Agent Street Address	50 MADISON ST	President Name & Address	LEWIS SALTZMAN 50 MADISON ST MAYWOOD 60153
Agent City	MAYWOOD	Secretary Name & Address	INVOLUNTARY DISSOLUTION 05 09 08
Agent Zip	60153	Duration Date	PERPETUAL
Annual Report Filing Date	00/00/0000	For Year	2007
Assumed Name	INACTIVE - REGENT PRINTING		

## LLC FILE DETAIL REPORT

Entity Name	SALTZMAN PRINTERS I LLC	File Number	02014181
Status	ACTIVE	On	03/03/2009
Entity Type	LLC	Type of LLC	Domestic
File Date	11/01/2006	Jurisdiction	IL
Agent Name	CARY R ROSENTHAL	Agent Change Date	03/03/2009
Agent Street Address	30 N LASALLE ST STE 2630	Principal Office	50 MADISON ST MAYWOOD 60153
Agent City	CHICAGO	Management Type	MGR <a href="#">View</a>
Agent Zip	60602	Duration	PERPETUAL
Annual Report Filing Date	03/03/2009	For Year	2008
Series Name	NOT AUTHORIZED TO ESTABLISH SERIES		

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